

**Reply Comments in the Broadcast Localism Notice of Inquiry
NAB Docket No. 04-233**

**KTVL-TV
Freedom Broadcasting, Inc.
1440 Rosanley Drive
Medford, Oregon 97501**

Local News

KTVL-TV presents seventeen hours of local news, weather and sports each week. Our newscasts air seven days a week, every day of the year. In the past few years we have added a 6 AM to 7 AM weekday newscast, and we are now the only station in the market that presents local news weekdays at Noon.

Our website (www.ktv.com) is updated every day with the latest news stories, as well as local weather information. Recently, the Associated Press recognized ktvl.com as the best news website in the region.

Some examples of regular reports in our local newscast that provided a service to our community this past year are:

- Crimestoppers – weekly segment that involves viewers in assisting authorities by identifying at-large criminals.
- Informed Health Choices – monthly segment that provides information on cancer prevention.
- On the Beat – weekly on-set interview with a local policeman who shares law enforcement tips and information.
- Learning Matters – weekly segment presenting positive stories about local schools, students, and teachers.
- The Pet Doctor – weekly segment with a local veterinarian who answers viewer questions about pet care.
- The Rogue Gardener – weekly segment with local expert on gardening, offering information and education.
- Adopt a Pet – weekly segment with local humane society staff offering pets for adoption.
- Southern Oregon Toy Test – annual program that provides hundreds of dollars worth of new toys to two local day care facilities.
- Walk on the Wild Side – weekly segment on local wildlife rehabilitation.

Creating or Selecting Programming

KTVL-TV is involved in the community through contact with business and political leaders, and active representation on several non-profit agencies. This, combined with viewer comments, allow us to ascertain the needs of the communities we serve, and determine what programming to acquire and present.

Some current examples of special programming are: On December 31, 2004, from 7 PM to 8 PM, we will present a locally produced one-hour documentary on domestic violence, entitled "Secret Lies and Apologies". On Sunday, January 30, 2005, at 6:30 PM, we will join with other local TV stations to simultaneously present a locally produced documentary on "The New Marijuana" and this drug's impact on the youth of our community.

Emergency Programming

Throughout the year, KTVL-TV has included emergency news and weather information within our local newscasts, and in special reports as merited. This includes Amber Alert information, severe weather information, plus weekly and monthly EAS tests.

Political Programming

During the 2004 Campaign season, KTVL-TV participated in and presented a number of projects and reports designed to engage viewers, encourage a discourse of the major issues facing our region, state and country, and inspire viewers to participate by voting:

- Throughout the campaign period, KTVL-TV provided coverage within all of our daily newscasts on candidate announcements, appearances, statements, and presentations. In addition, candidates at every level of elected office were interviewed either live or on tape for presentation during News10 newscasts.
- During visits to southern Oregon by President Bush, Vice President Cheney, Senator Kerry, and Senator Edwards, KTVL-TV provided "gavel-to-gavel" live coverage of each speech and public appearance.
- Twice during the campaign period (September and October) KTVL-TV, in partnership with the local Mail Tribune newspaper, commissioned a poll of registered voters in Jackson County. Results from these polls were reported and interviews with the candidates and their campaigns provided the opportunity to discuss the differences between the candidates. These polls also surveyed voter interest in specific issues, which we utilized in interviewing candidates.
- During the month of October, KTVL-TV broadcast numerous times throughout our schedule a locally produced "Get Out the Vote" PSA, featuring residents of the Grants Pass area.
- For the last three Tuesdays in October, KTVL-TV participated in a Political Forum series featuring local candidates as noted below. KTVL-TV provided the moderator for each forum, and one of the three panelists was from the KTVL-TV News10 team. Each forum was broadcast live on KCMX-AM.

KTVL also promoted these forums in our newscasts, in addition to simultaneous promotion on Radio Medford stations (a six radio station group that includes: KCMX-AM/FM, KTMT-FM, KAKT-FM etc.) and promotions in the Mail Tribune newspaper. These candidates participated:

City of Medford Council Member, Ward 2: James Kuntz

City of Medford Council Member, Ward 3: Michael Torguson, John Statler

County Commissioner, Position 2: Sue Densmore, Dennis C. W. Smith

State Representative, 6th District: Sal Esquivel, John Doty

State Representative, 5th District: Joanna Lofaso, Peter Buckley

Mayor, City of Medford: Gary Wheeler, Bob Strosser

State Senator, 3rd District: Jim Wright, Alan Bates

- On election night, KTVL-TV provided extended local and national coverage of voter participation and election outcomes. Our local coverage began at 5pm and continued through our 11pm newscast.

Station Participation in Community Activities

KTVL-TV has a history of community involvement and action. Here is a list of some of the programs we presented this past year:

- Safe and Sane Halloween – a chance for local children to “trick or treat” at the local in-door mall, away from traffic and dark streets.
- Don’t Drink and Drive Prom & Graduation PSA’s – a series of announcements featuring local high school students encouraging their peers to make good choices at graduation time.
- Muscular Dystrophy Telethon – KTVL-TV has presented this Labor Day program for 34 years, raising money for local families and providing information on neuromuscular diseases every year.
- Art Along the Rogue – KTVL-TV provided on-air promotion for this community event.
- Access/United Way Holiday Food Drive – KTVL-TV teamed up with Radio Medford to promote and collect food donations for needy families during the holidays in this annual event.
- United Way Day of Caring – KTVL-TV was again the media sponsor of this annual event, helping local non-profit agencies with improvement projects. In addition to our on-air PSA’s and news coverage, we provided a volunteer work team.
- Scouting for Food – for the past eight years, KTVL-TV has promoted this annual food drive on-the-air and in our newscasts.
- Dog for the Deaf Dog Walk – KTVL-TV was again the media sponsor of this annual event, helping raise money for this local agency. In addition to our on-air PSA’s and news coverage, we provided a volunteer work team.
- Make a Wish Make a Million Pennies Drive - KTVL-TV was the media sponsor of this new event, helping raise money for this local agency. In addition to our on-air PSA’s and news coverage, we collected donations from our staff and visitors.

- Goodwill Recycled Art Fair - KTVL-TV was the media sponsor of this annual event, helping raise money for this local agency. We provided on-air PSA's and news coverage.
- Siskiyou County Fair Family Day – KTVL-TV sponsored this discount day for family admission to the county fair.
- Give a Kid a Lift: Learn to ski program – KTVL-TV provided on-air PSA support and news coverage for this school-based program, allowing low income children to ski for the first time.